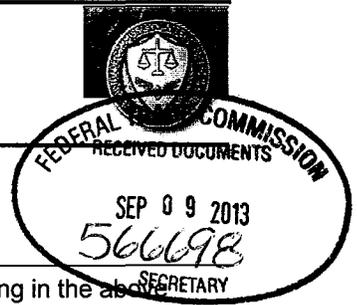


ORIGINAL

FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

NOTICE OF APPEARANCE



CASE NAME LabMD, Inc.	FILE/DOCKET NUMBER D09357
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Pursuant to Section 4.1 of the Commission's Rules of Practice, I (we) am (are) entering in the above proceeding the appearance of

- counsel supporting the complaint (Complete Items 1, 3, 4, and 5 below)
- counsel or representative for the respondent (Complete Items 1, 2, 4, and 5 below)
- counsel or representative for a third party (Complete Items 1, 2, 4, and 5 below)

1. COUNSEL OR REPRESENTATIVE	2. RESPONDENT(S) OR THIRD PARTY(IES)
<p>Include the name, address, email address, and telephone number of each counsel or representative entering an appearance in the above proceeding,</p> <p>Michael Pepson Cause of Action 1919 Pennsylvania Ave., NW, Suite 650 Washington, DC 20006 Phone: 202-499-4232 Fax Number: 202-330-5842</p> <p>Reed Rubinstein Dinsmore & Shohl, L.L.P. 801 Pennsylvania Ave., NW, Suite 610 Washington, DC 20006 Phone: 202-372-9120 Fax Number: 202-372-9141</p>	<p>Include the address and telephone numbers of all persons, partnerships, corporations, or associations on whose behalf this Notice of Appearance is being filed.</p> <p>LabMD, Inc. 2030 Powers Ferry Road, Building 500, Suite 520 Atlanta, GA 30339 Phone: 678-443-2343 Fax Number:</p>

3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL (Reed Rubinstein)	5. DATE SIGNED 9/9/2013
---	----------------------------

Return this form to: Federal Trade Commission
Room H-113
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

In the Matter of)
)
)
LabMD, Inc.,)
a corporation.)
)
)
_____)

PUBLIC DOCUMENT

DOCKET NO. 9357

NOTICE OF APPEARANCE

Please note my appearance as Counsel for Respondent LabMD, Inc. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the District of Columbia (D.C. Bar No. 440153) and am in good standing within the legal profession.

/s/ Reed D. Rubinstein
Reed D. Rubinstein, Partner
D.C. Bar No. 440153
Dinsmore & Shohl, L.L.P.
801 Pennsylvania Ave., NW, Suite 610
Washington, D.C. 20006
Telephone: (202) 372-9120
Fax: (202) 372-9141
reed.rubinstein@dinsmore.com

Dated: September 9, 2013

CERTIFICATE OF SERVICE

I hereby certify that on September 9, 2013, I filed the foregoing document electronically using the FTC's E-Filing System, which will send notification of such filing to:

Donald S. Clark, Esq.
Secretary
Federal Trade Commission
600 Pennsylvania Ave., NW, Rm. H-113
Washington, DC 20580

I also certify that I delivered via electronic mail and first-class mail a copy of the foregoing document to:

The Honorable D. Michael Chappell
Chief Administrative Law Judge
Federal Trade Commission
600 Pennsylvania Ave., NW, Rm. H-110
Washington, DC 20580

I further certify that I delivered via electronic mail and first-class mail a copy of the foregoing document to:

Alain Sheer, Esq.
Division of Privacy and Identity Protection
Federal Trade Commission
600 Pennsylvania Ave., N.W.
Mail Stop NJ-8122
Washington, D.C. 20580

CERTIFICATE FOR ELECTRONIC FILING

I certify that the electronic copy sent to the Secretary of the Commission is a true and correct copy of the paper original and that I possess a paper original of the signed document that is available for review by the parties and the adjudicator.

Dated: September 9, 2013

By: /s/ Michael D. Pepson

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

<hr/>)	PUBLIC DOCUMENT
In the Matter of)	
)	
LabMD, Inc.,)	DOCKET NO. 9357
a corporation.)	
)	
)	
)	
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NOTICE OF APPEARANCE

Please note my appearance as Counsel for Respondent LabMD, Inc. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of Maryland (the bar of Maryland does not provide attorney identification numbers) and am in good standing within the legal profession.

/s/ Michael D. Pepson
Michael D. Pepson
Cause of Action
1919 Pennsylvania Ave., NW, Suite 650
Washington, D.C. 20006
Phone: 202.499.4232
Fax: 202.330.5842
michael.pepson@causeofaction.org
Admitted only in Maryland.
Practice limited to cases in federal court and
administrative proceedings before federal agencies.

Dated: September 9, 2013

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